

PRESS RELEASE

In addition to Addmaster's recent brand modernisation, they continue to enhance their product range by introducing an innovative anti-counterfeiting solution to the market place.

Addmaster's Verimaster range is a unique additive that is used to expose counterfeiting, enable product authentication and verification, tracking and tracing of goods and also in forensics and quality control.

Verimaster can be applied to all types of hosts including, paper, plastic, fibres, adhesives, paint, ink and lacquer. It is embedded into products that have brand value and need to be recognised as a genuine item. Typical applications include passports, pharmaceuticals, design brands, computer software & games, perfumes & cosmetics, wines & spirits.

Once applied to the end product, Verimaster particles can only be detected by using Addmaster's specifically developed acoustic or optical detectors that use selected energy wavelengths. Due to the sophistication of the detectors they are able to "see through" the package and detect the hidden particles. The optical device pen shows one of 6 colours and the acoustic bleeper produces an audible sound when the additive molecule reacts to the specific wavelength.

Counterfeit goods cost the global economy £171 billion a year, all of which are illegal and highly disappointing & dangerous. Many findings have resulted in disturbing product ingredients & poor manufacturing practices.

An estimated 10% of perfumes & toiletries in the market place are fake along with 12% of toys and sports goods. They are deliberately produced to resemble well known brands and have a huge impact on businesses causing them to lose millions of pounds in revenue a year. Companies in value-added markets could benefit from investing in anti-counterfeit measures.

Verimaster can be applied to any part of the end product whether it is in the whole item, within the stitching of the product, brand label or logo or a specified disguised area. Addmaster's Verimaster can also be used by blending with other additives to check the presence of the additive in the product, for instance products containing our Biomaster antimicrobial additive to give them hygienic properties.

In addition to the above benefits, Verimaster also has the following features:-

- Chemically and thermally stable
- Completely Safe
- No effect to physical properties of end product
- Low dose required for high response
- Non-line of sight technology
- Approved for FDA & Medical Devices

Paul Morris, MD of Addmaster comments, "Verimaster is a very exciting new development from our R & D department. The effectiveness of the product as a marker for the other additives or for anti-counterfeit measures is exceptional. The wide range of applications which can benefit from the technology enhances our presence in an ever widening range of markets".

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